



## **LOS ANGELES FIBER**

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### **RELIANCE CARPET CUSHION**

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#### **FOR IMMEDIATE RELEASE**

**Reliance Carpet Cushion / Los Angeles Fiber announces their introduction of a double stick synthetic carpet cushion made from 90% post consumer carpet fibers.**

**Vernon, CA. September 29, 2008** – Reliance Carpet Cushion / Los Angeles Fiber announced today they are marketing a new synthetic fiber carpet cushion manufactured for double stick glue down applications. This new cushion is revolutionary! The product is called REVOLUTION. “We are revolutionizing the cushion industry,” said Robert Reiss, VP Reliance Carpet Cushion. This is the first cushion product that combines quality, feel, price, and ease of installation with GREEN raw materials.”

The commercial and hospitality markets are looking for maximum LEED points, requiring innovative GREEN products that have post consumer content. This new carpet cushion meets the stringent demands of the carpet installation industry. The smooth top finish enables the adhesive to slide across without excess absorption. The carpet fibers are needled together for strength while the binders are mixed throughout to provide easy cutting. The end result is the installed carpet looks better and lasts longer over Reliance’s carpet cushion.

This GREEN revolutionary new product dispels the notion that environmental products must be sold at higher prices.

Reliance Carpet Cushion has distributors in New York, Denver, Salt Lake City, Portland, Seattle, Phoenix, Honolulu, Boise, Reno, Las Vegas, Northern and Southern California.

Ronald J. Greitzer, President of Reliance Carpet Cushion / Los Angeles Fiber, said, “The answer to recycling waste carpet is to develop the demand for products with post consumer carpet content. If every hotel started to use synthetic cushion manufactured from post consumer carpet fibers instead of post industrial virgin fibers or imported rebond foam, then carpet recycling would become a successful industry. Carpet recyclers do not have abundant markets for all of the different types of carpet. Today, synthetic carpet cushion is the only product that can use nylon, polyester, polypropylene and wool carpet fibers.”